



YOUR COMPLETE CHECKLIST FOR A SUCCESSFUL REBATE\$ PROGRAM

Rebates are a tried and true tool for marketers looking to engage consumers and drive their bottom line. Rebates offer brands the best of both worlds: they drive sales by providing a temporary discount while still protecting prices and control over discounting strategies. Since going digital, the rebate experience has gone through a 180-degree transformation in terms of accessibility and improved experience for both brands and consumers. Digital rebates help create lasting customer engagement and loyalty, as well as collect invaluable data to guide future marketing strategies.

However, navigating this new world of digitized rebates can prove challenging for marketers looking to re-vamp their brand's rebates program. We have compiled a simple checklist of questions that brand marketers should ask themselves when looking to create a successful rebate program.

CAN MY REBATES PROGRAM...



Be completed by the consumer in less than 5 minutes using a mobile device?



Let my customers choose their preferred redemption method - mobile wallets, store gift cards, cash-to-card, physical check and PayPal?



Minimize negative consumer sentiment caused by delays in processing rebates, denied rebate claims and lack of timely communication?



Send instant SMS and e-mail messages to my customers when their rebate materials have been received, processed and dispatched?



Provide me with actionable data insights on my consumer's basket size, tastes and preferences?



Help my sales and marketing teams create more personalized offers in the future?



Be set up and fully operational faster than ever before?



Allow me to simultaneously create and monitor multiple offers across retailers, geographies, brands, models and time spans?



Feed people directly into my loyalty program?



Help me save on hiring, training and operational costs?

Looking to take advantage of the potential of digital rebate programs?

Visit us at www.snipp.com/rebates or get in touch with us to learn more about our SnippRebates Platform and SnippRebates Center.

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